

AP PSYCH
Famous People / Names: Must Know List

1. **Alfred Adler:** A Neo-Freudian, focused on parenting styles: also emphasized inferiority. When we are born we start off weak then strive to overcome these deficiencies by becoming superior to those around us - a driving force behind human thoughts, emotions and behaviors- it is possible to develop an inferiority complex.
2. **Mary Ainsworth:** Most famous for her work in early emotional attachment with "The Strange Situation." Experiment. The child's reactions are observed while playing for 20 minutes while caregivers and strangers enter and leave the room, recreating the flow of the familiar and unfamiliar presence in most children's lives. The effects vary in stressfulness.
3. **Solomon Asch:** Conducted famous conformity experiment that required subjects to match lines.
4. **Gordon Allport:** Believed a person's personality could be organized into three levels of traits. Cardinal traits dominate and shape a person's behavior. These are rare as most people lack single themes that shape their lives. Central traits a general characteristic found in some degree in every person. An example of a central trait would be honesty. Secondary traits are characteristics seen only in certain circumstances (such as particular likes or dislikes that a very close friend may know).
5. **Albert Bandura:** Famous for the Bobo doll study- explained the social learning theory. Aggression is learned through observing and imitating others. The experiment is important because it sparked many more studies on the effects of violent media on children.
6. **Diana Baumrind:** her theory of parenting styles had three main types (permissive, authoritative, & authoritarian)
7. **Aaron Beck:** The father of cognitive therapy, specializes in clinical depression. Developed the cognitive triad of depression: people who are depressed have negative thoughts about themselves, their future, and the world in which they live.
8. **Alfred Binet:** A French psychologist that came up with the first widely used intelligence test. He was hired by the French public school system to find children that needed special help. First used the IQ formula: $MA/CA * 100 = IQ$. Influenced today's widely accepted intelligence test, the Stanford-Binet test.
9. **Paul Broca:** Physician that reported after damage to specific area of the left frontal lobe, known as Broca's area, a person would have trouble forming words but still be able to sing familiar songs and comprehend speech.
10. **Raymond Cattell:** He is best known for his discovery of 16 underlying personality traits and his methods for measuring the traits are known as the 16 personality factor model and the 16 PF questionnaire. Used factor analysis.
11. **Noam Chomsky:** One of the fathers of modern linguistics. His theory of generative grammar emphasizes universal grammar. His view was different from B.F. Skinner's because he thought that certain aspects of linguistic knowledge were innate.
12. **Charles Darwin:** his idea, that the genetic composition of a species can be altered through natural selection, has had a lasting impact on psychology through the evolutionary perspective.
13. **Dorothea Dix:** American activist who successfully pressured lawmakers to construct & fund asylums for the mentally ill.
14. **Hermann Ebbinghaus:** Famous for creating the forgetting curve. States that we forget the most information within the first 20 minutes, then an hour, then a day. The forgetting curve is exponential, just like the learning curve.
15. **Paul Ekman:** Studied facial expressions and how they reflected emotions. He believed there were six basic emotions that were universal and expressed in the same way in any culture. They are anger, disgust, fear, happiness, sadness, and surprise.
16. **Albert Ellis:** Developed the psychotherapeutic approach known as rational emotive behavior therapy (REBT), which aims to help patients overcome irrational beliefs and unrealistic expectations- taught to eliminate self-defeating thoughts while focusing on those that were beneficial.
17. **Erik Erikson:** A neo-Freudian; most famous for his stages in psychosocial development, which are based on Freud's five stages. Each of the eight stages includes a crisis that could go one of two ways. Examples include trust vs. mistrust in babies, autonomy vs. shame and doubt, identity vs. role confusion in adolescents, etc.

18. **Hans Eysenck:** He stated that intelligence was largely inherited and believed that all personality traits could be summarized by these two dimensions, which he called super traits. They are extroversion (introversion) and emotional stability or neuroticism (instability)
19. **Sigmund Freud:** Often known as the father of modern psychology and psychoanalysis. Believed that the unconscious determines everything we do. His theories include the ideas of the stages of psychosexual development (oral, anal, phallic, latent, genital) and the three parts of the mind- the id, ego, and superego. Believed that dreams, free association, and hypnosis could reveal the unconscious mind.
20. **Phineas Gage:** A railroad worker who had a large iron rod go completely through his left frontal lobe while working. He became a very angry person after his accident. His case concluded that specific areas of the brain affect personality.
21. **Francis Galton:** Developed the idea of "nature vs. nurture". He studied genetics and how they affected people's individualism. Nature means how a person acts because of their genetics and nurture means how a person acts based on their environment. He believed nature is the most important in the debate.
22. **John Garcia:** studied taste aversion in rats; led to knowledge that sickness and taste preferences can be conditioned.
23. **Howard Gardner:** Created the theory of multiple intelligences that opposed Spearman's idea of one general intelligence. Believed there are eight 'smarts,' which are language smarts, logic smarts, music smarts, spatial smarts, kinesthetic smarts, intrapersonal smarts, interpersonal smarts, and nature smarts.
24. **Kitty Genovese:** Victim of murder in NYC. Neighbors didn't help. Example of bystander effect and lack of altruism.
25. **Carol Gilligan:** Believed that Kohlberg's theory of moral development was male-centered and believed that boys are more likely to apply moral rules to all contexts where girls are more likely to consider relationships when making a decision.
26. **Genie the Wild Child:** Victim of severe abuse. Studied her developmental and language problems as a case study on critical periods and child development.
27. **Daniel Goleman:** Most famous for his work with Emotional Intelligence, Emotional intelligence is how well you handle your feelings and how well you get along with others. He, along with other psychologists, believes that EQ (emotional intelligence) may be more indicative to a person's success in life than academic IQ.
28. **Harry Harlow:** Raised monkeys with two artificial mothers. one represented nourishment, the other contact/comfort. Discovered monkeys would feed from harsh mom with the food, but quickly return to soft cloth mom for a safe/secure base. Humans act the same way; we are social creatures who need contact to thrive.
29. **Ernest Hilgard:** Best known for his research on hypnosis. Creator of the hypnosis theory of a "hidden observer" where a person undergoing hypnosis can observe his or her pain without feeling any actual suffering.
30. **Karen Horney:** Neo-Freudian, named parental indifference the true culprit behind neurosis and said the key to understanding this phenomenon is the child's perception- children can overcome the Oedipus Complex if they have loving parents.
31. **William James:** Wrote the first influential textbook on psychology, called Principles of Psychology (1890), a leading psychologist in the Functionalism movement, which emphasized the function (rather than the structure) of consciousness.
32. **William James and Carl Lange:** Came up with the James- Lange theory of emotion. The theory proposes that emotions occur because of physiological reactions to events. This means that based on how your body physically reacts to an event, your mind will decide the emotion you are feeling. (Smiling makes you feel happy).
33. **Carl Jung:** A Neo-Freudian, believed with Freud's "personal unconscious" but also thought humans have a collective unconscious - a shared, inherited reservoir of memory traces from our species' history. Also studied persona- different "masks" we wear in social situations.
34. **Daniel Kahneman & Amos Tversky:** investigated the use of heuristics in decision making; studied the availability, anchoring, and representativeness heuristics.
35. **Ancel Keys:** Conducted semi-starvation experiments to measure psych effects of hunger
36. **Alfred Kinsey:** his research described human sexual behavior and was controversial (for its methodology & findings).

37. **Garcia and Koelling:** Discovered taste aversion when looking at effects of radiation on rats. Rats became nauseous from the radiation, but since the taste of water from a plastic bottle was accidentally paired with this radiation, the rats developed an aversion for this water.
38. **Lawrence Kohlberg:** Came up with 3 moral development stages. The first is Pre-conventional (acted whether they would gain rewards or punishment). The second is conventional morality (actions that uphold social rules in intent to be liked by others and gain approval). The third is post-conventional (abstract reasoning for their actions)
39. **Little Albert:** experiment proved classical conditioning. John Watson presented the child, Little Albert, with a white rat and a loud noise and soon enough the child was afraid of the white rat and then generalized the fear to other white animals.
40. **Elizabeth Loftus:** Known for her work in the study of false memory formation and the misinformation effect. Famous for her car crash experiment- After viewing a video, those who were asked the question with the smashed wording were much more likely to "remember" seeing broken glass in a later question (in reality, no glass had been broken in the accident). They also remembered the car as driving much faster.
41. **Konrad Lorenz:** Rediscovered imprinting (phase-sensitive learning) which famously included Lorenz acting as the mother-figure for Mallard Ducks. There is a critical period for attachment.
42. **Abraham Maslow:** Founded Humanistic Psychology, which focused on the individual and self directed choices that influenced behavior (humans are basically good). Developed a Hierarchy of Needs that addresses physiological needs, safety needs, love and belonging, esteem, and self-actualization.
43. **Stanley Milgram:** Most famous experiment: The authority figure told the teacher to test the learner word pairs, and if the learner were to answer wrong, the teacher would have to punish the student by electric shocks which got stronger each time. Although no actual shocks were given, more than 60% had 'shocked' the learner up to full voltage. Proved that people will do things mainly because an authority figure had prompted the teacher to do so.
44. **George A. Miller:** made famous the phrase: "the magical number 7, plus or minus 2" when describing human memory.
45. **Ivan Pavlov:** His experiments with dogs led him to discover classical conditioning. Discovered that he could condition dogs to salivate at the sound of a tone when the tone was repeatedly presented with food. He also discovered that if he sounded the bell over and over then the reaction would become extinct, but it may reappear the next day when the bell is sounded- spontaneous recovery.
46. **Jean Piaget:** Studied the cognitive development of children. Defined four stages of cognitive development: sensorimotor, in which babies develop object permanence and stranger anxiety; preoperational, in which toddlers are egocentric; concrete operational, in which children develop ideas such as conservation; and formal operational, in which people ages 12+ begin to understand abstract concepts.
47. **Carl Rogers:** Humanistic psychologist who used the theory of self-concept. To help his clients get back on the road to self-actualization, he developed a therapeutic approach called client-centered therapy, in which the therapist offers the client unconditional positive regard by supporting the client regardless of what is said.
48. **Hermann Rorschach:**
Most famous for his Rorschach inkblot test- designed to reflect unconscious parts of the personality that "project" onto the stimuli. Individuals were shown 10 inkblots, one at a time, and asked to report what objects or figures they saw in each of them.
49. **David Rosenhan:** His experiment tested the validity of psychiatric diagnosis of insanity. He sent fake patients who pretended to have disorders to mental hospitals and they were still treated for months after reporting feeling fine. It showed that clearly doctors can't distinguish between the sane from the insane in such environments.
50. **Stanley Schachter and Jerome Singer:** Developed the two-factor theory of emotion which simply states that emotions are comprised of physical arousal and a cognitive label. They also said that emotional experience requires conscious interpretation of the arousal. To test this they experimented this with college students by injecting them with epinephrine before placing them in a room with somebody in either a euphoric or irritated state.
51. **Martin Seligman:** He is famous for theorizing about 'learned helplessness'- that one will start to act helpless in a situation if they find that they can't stop the harmful stimulus, even if they actually do have the power to stop it. He found that dogs who had been shocked continuously would not escape even when given the ability to do so.

52. **Hans Selye:** Responsible for the idea of General Adaptation Syndrome (GAS). First is the "alarm reaction" where we prepare for "fight or flight." Second is resistance, where the resistance of stress is built. After a long duration of stress, the body enters the third stage- exhaustion. This last stage is most hazardous to your health and has the long-term effects.
53. **B.F. Skinner:** Associated with operant conditioning and responsible for the Skinner Box, or the operant conditioning chamber. He sought to understand behavior as a function of environmental histories of reinforcing consequences (as all behaviorists do).
54. **Charles Spearman:** Believed that only one type of intelligence- g, or general intelligence exists. This is tested on a standard IQ test.
55. **George Sperling:** Studied iconic sensory memory. He showed people a group of letters quickly, then asking them to repeat the letters immediately afterwards. Participants were generally able to recall 4-5 of the 9 letters, but could remember a whole row when prompted. Sperling believed that all 9 letters were stored immediately (mini photographic memory), then were quickly forgotten.
56. **Robert Sternberg:** Distinguished among three aspects of intelligence: analytical intelligence, creative intelligence, and practical intelligence. He contributed to the idea that there is more to creativity than that which intelligence tests reveal.
57. **Lewis Terman:** He revised Alfred Binet's earlier tests and invented the Stanford-Binet IQ Tests. Believed that children who scored high on his IQ tests were "gifted" and likely to become society's leaders in adulthood. Also, he felt that the tests results proved that black men intelligence was inferior to the intelligence of white men.
58. **Edward L. Thorndike:** Widely known for the law of effect- the principle that rewarded behavior is likely to recur and punished behavior is unlikely to recur. This principle was the basis for BF Skinner's behavioral technology.
59. **Edward Tolman:** Most famous for his studies on behavioral psychology, studied latent learning. He is known for his study of learning with rats in mazes, rats who run the maze without a reward still learn how to complete the maze.
60. **Lev Vygotsky:** founder of "Social Development Theory" (note: not "social learning theory" OR "psychosocial" development...); emphasizes importance of More Knowledge Others (MKO) and the Zone of Proximal Development
61. **John Watson:** Established the idea of behaviorism. Recommended the study of behavior without reference to unobservable mental process. Also conducted the "Little Albert" experiment where he proved classical conditioning. He presented the child with a white rat and a loud noise and soon enough the child was afraid of the white rat.
62. **Ernst Weber:** Notable for his work in sensation and difference thresholds. His principle that two stimuli, to perceive their difference, must be a constant proportion, not a constant amount, is known as Weber's law.
63. **Carl Wernicke:** an area of the brain (in the left temporal lobe) involved in language comprehension and expression was named for him because he discovered it.
64. **David Wechsler:** developer of WAIS and WISC intelligence tests.
65. **Benjamin Whorf:** Proposed that one's language and grammar patterns shape one's view of reality- linguistic relativity. For example, English has many words that have to do with "time." The Hopi however, do not. As a result, time does not play an important role in Hopi society.
66. **Wilhelm Wundt:** Established the first psychology laboratory at the University of Leipzig, Germany, where introspection was used. He focused on inner sensations, images, and feelings, which is known as structuralism.
67. **Philip Zimbardo:** His experiment assessed how role playing affects attitudes. In the study, male volunteers were randomly assigned to either a "guard" role or "prisoner" role to be carried out in a mock prison. The guards were told only to maintain order, but within two days the guards began to act cruelly without reason and prisoners began to show signs of extreme stress. The experiment had to be cut short. There were no long term, but the experiment changed ethical standards for experimentation.